MGMT20142 *Contemporary Issues in Entrepreneurship, Innovation and Sustainability*
Term 1 - 2022

Profile information current as at 17/04/2024 06:31 pm

All details in this unit profile for MGMT20142 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

Sustainable entrepreneurship and innovation are processes that seek to exploit opportunities and develop effective, efficient, sustainable solutions to complex problems, and aims to improve business value, as well as addressing sustainability challenges. The unit will include contemporary social, environmental and economic sustainability problems. With a focus on action learning and case study analysis, you will develop the ability to explore entrepreneurial and innovation opportunities that address sustainability challenges in the ecosystem of contemporary enterprises. You will develop problem-solving skills using critical analysis in a practical context. Collaborative practices, such as design thinking, co-creation, and social innovation, will equip you to address sustainability challenges.

Details

Career Level: *Postgraduate*
Unit Level: *Level 8*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 1 - 2022

- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses
Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses
Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**
Weighting: 30%
2. **Group Work**
Weighting: 40%
3. **Written Assessment**
Weighting: 30%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability
2. Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges
3. Using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges
4. Critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.

N/A

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level | ◦ Introductory Level | • Intermediate Level | • Graduate Level | ◦ Professional Level | ◦ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 30%	•		•	
2 - Group Work - 40%	•	•		•
3 - Written Assessment - 30%		•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	◦		◦	◦
2 - Communication			◦	◦
3 - Cognitive, technical and creative skills	◦		◦	
4 - Research				
5 - Self-management		◦		◦
6 - Ethical and Professional Responsibility	◦	◦	◦	◦
7 - Leadership		◦		◦
8 - Aboriginal and Torres Strait Islander Cultures				

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information

There is no prescribed texbook.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Imran Ali Unit Coordinator
i.ali@cqu.edu.au

Schedule

Week 1 - 07 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurship, innovation and sustainability: an introduction and overview	Chapter 1: Wagner, M. (2012). Entrepreneurship, Innovation and Sustainability (1 ed.). Saltaire: Taylor & Francis Group. https://doi.org/10.4324/9781351277761	Lecture and workshop

Week 2 - 14 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic
Creating a culture of sustainability in entrepreneurial enterprise	Chapter 4: Wagner, M. (2012). Entrepreneurship, Innovation and Sustainability (1 ed.). Saltaire: Taylor & Francis Group. https://doi.org/10.4324/9781351277761	Lecture and workshop

Week 3 - 21 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic
Corporate entrepreneurship and organizational innovation	Chapter 5: Wagner, M. (2012). Entrepreneurship, Innovation and Sustainability (1 ed.). Saltaire: Taylor & Francis Group. https://doi.org/10.4324/9781351277761	Lecture and workshop

Week 4 - 28 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic

Entrepreneurship in the digital era: digital transformation of an enterprise	Chapter 2: Juratko, D. F., & Hoskinson, S. (2019). The challenges of corporate entrepreneurship in the disruptive age (First edition.. ed.). Bingley, UK : Emerald Publishing Limited.	Lecture and workshop **Assessment 1: Academic Essay** Due: Week 4 Thursday (31 March 2022) 11:45 pm AEST **Synthesis of Contemporary Entrepreneurship Challenges** Due: Week 4 Thursday (31 Mar 2022) 11:45 pm AEST

Week 5 - 04 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Social vs commercial entrepreneurship	Moodle learning resources	Lecture and workshop

Vacation Week - 11 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Take a break and get refreshed		

Week 6 - 18 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurship and sustainable development goals	Chapters 1, 2 & 3: Apostolopoulos, N., Al-Dajani, H., Holt, D., Jones, P., & Newbery, R. (2018). Entrepreneurship and the Sustainable Development Goals. Bingley: Emerald Publishing Limited.	Lecture and workshop

Week 7 - 25 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurship and entrepreneurial ecosystem.	Chapters 1 & 2: • O'Connor, A., Stam, E., • Fiona, S., & • Audretsch, DB. (20218). Entrepreneurial ecosystem. Springer.	Lecture and workshop

Week 8 - 02 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Regional entrepreneurship: challenges and opportunities	Chapters 2 & 5: Lokuge, S., & Sedera, D. (2020). Rural Entrepreneurship and Innovation in the Digital Era. Hershey: IGI Global.	Lecture and workshop **Assessment 2: Group Presentation** Due: Week 7 Thursday (5 May 2022) 11:45 pm AEST **Critical Analysis of Industry & Companies** Due: Week 8 Thursday (5 May 2022) 11:45 pm AEST

Week 9 - 09 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Design thinking for entrepreneurial sustainability and innovation	Chapter 25: Garcia, P. R., & Dacko, P. S. (2015). Design Thinking for Sustainability. In (pp. 381-400). Hoboken, NJ, USA: John Wiley & Sons, Inc. https://doi.org/10.1002/9781119154273.ch25	Lecture and workshop

Week 10 - 16 May 2022

Module/Topic	Chapter	Events and Submissions/Topic

Design thinking and entrepreneurial ecosystem	Chapter 6: Kumar, K. (2020). Design Thinking to Digital Thinking (1st ed. 2020.. ed.). Cham : Springer International Publishing : Imprint: Springer. Chapter 7: Lee, J. H. (2020). Design Thinking: Creativity, Collaboration and Culture (1st ed. 2020.. ed.). Springer International Publishing.	Lecture and workshop

Week 11 - 23 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Design strategies and creativity	Chapter 2: Lee, J. H. (2020). Design Thinking: Creativity, Collaboration and Culture (1st ed. 2020.. ed.). Cham : Springer International Publishing. Chapter 2: Lee, J. H. (2020). Design Thinking: Creativity, Collaboration and Culture (1st ed. 2020.. ed.). Springer International Publishing.	Lecture and workshop

Week 12 - 30 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Reflection, review and recap of important concepts.		**Assessment 3: Written Assessment** Due: Week 12 Wednesday (01 June 2022) 11:45 pm AEST **Entrepreneurial Ecosystem: Analysis and Recommendation** Due: Week 12 Wednesday (1 June 2022) 11:45 pm AEST

Review/Exam Week - 06 Jun 2022

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 13 Jun 2022

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Synthesis of Contemporary Entrepreneurship Challenges

Assessment Type
Written Assessment

Task Description
This is an **individual assessment** and it focuses on two main learning objectives: Identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability; using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges.
You are required to develop an **academic essay**, identifying or synthesising contemporary issues related to sustainability and innovation challenges. The essay should build upon the information from the academic (e.g. research articles published in peer-reviewed journals) and practitioner (e.g. industry reports, webpages, magazines) literature about the issues. The total length of the essay should not exceed **2,000 words (+/- 10%)**, excluding the title page, reference list, table(s), figure(s), and appendices. Note that tables and figures are optional and should only be used if relevant and clearly referred to in the body of the essay. Please develop and submit this assessment in essay format.

Assessment Due Date
Week 4 Thursday (31 Mar 2022) 11:45 pm AEST

A late penalty @ 5% per day applies

Return Date to Students
Week 6 Monday (18 Apr 2022)
Please see the grades in the Moodle

Weighting
30%

Assessment Criteria

- Demonstrated understanding of the concept of entrepreneurship, innovation and sustainability (10%).
- Evidence-based identification and discussion of sustainability and innovation related issues facing contemporary entrepreneurship (25%).
- Developed conclusion of the essay (15%).
- Written communication skills, including choices made regarding appropriate structure to essay (introduction, body, conclusion) and use of formal tone, word choice, expression, grammar, punctuation and correct spelling using Australian English (20%).
- Used at least 10 references including academic (minimum 5) and practitioner supporting your argument (15%).
- Quality of references and their conformity to the CQU APA Referencing Guide (APA 7) (15%).

The assessment will be marked against the rubric which will be made available on the Moodle page and can be accessed from this link.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Please submit your assessment in the Moodle

Learning Outcomes Assessed

- Identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability
- Using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges

2 Critical Analysis of Industry & Companies

Assessment Type
Group Work

Task Description
This is a **group task** and it covers three main learning objectives: Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges; identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability; critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.
In this assessment, you will be provided with the opportunity to choose group members and generate a group. The students, who are unable to choose the group members, will be randomly allocated to different groups by the unit coordinator. As a group, you are required to select an industry and then identify the contemporary sustainability issues affecting the industry. Next, you are required to select any four companies in this industry and discuss their strategies to address these issues.
This assessment has two major parts:
Part B: Group Report (25%)
You are required to develop a **1,500-word (+/- 10%)** business report, offering critical analysis and discussion on the contemporary sustainability challenges faced by the industry and four companies. You can select any industry (e.g., food and beverage, chemical, mining, construction, etc) of your interest and four companies from the same industry.
Part B: Group Presentation (15%)
Using zoom, record a (maximum) **10-minute presentation** discussing contemporary sustainability issues affecting the industry and how companies in this industry address these issues. Each group member will be expected to present their aspects of the presentation in no more than 3-minutes. Your presentation must be delivered professionally and should be both creative and persuasive. Evidence supporting your ideas must be included in the notes section of your PowerPoint slides. The PowerPoint slides along with the recording should be submitted in Moodle for marking.
Note:
Each group member needs to equally contribute to the group task; otherwise, the mark will not be allocated on an equal basis. You are expected to select a team leader and organise group meetings to develop consensus on the choice of

industry and companies and the distribution of work among group members. After that, there needs to be regular communication, exchange of ideas, feedback and exchange of materials between the group members until the completion of the group report, as well as a PowerPoint presentation. In case of conflict on contributions within a group, the UC will decide the mark allocation through the evidence-based system for Self and Peer Assessment (SPA).

Assessment Due Date
Week 8 Thursday (5 May 2022) 11:45 pm AEST
A late penalty @ 5% per day applies

Return Date to Students
Week 10 Monday (16 May 2022)
Please see the grades in the Moodle

Weighting
40%

Assessment Criteria
Part A: Group Report

- Effective explanation of sustainability challenges faced by the industry (25%).
- Critical analysis and discussion of sustainability challenges faced by companies within the industry (30%).
- Linkage of companies and industry challenges: Whether and how challenges faced by the companies differ or resemble the industry challenges? (20%)
- At least 8 peer-reviewed articles, following CQU APA Style Guide (15%).
- Quality of written communication (10%).

Part B: Group Presentation

- Clear and succinct presentation of key sustainability challenges facing the industry (20%).
- Presented concise sustainably related challenges faced by four companies within the selected industry (25%).
- Presented measures/strategies to address the identified issues of sustainability (20%).
- Shown evidence (references where needed) that they have done background research to inform the contents of the presentation (15%).
- Exhibited visual and oral communication skills to clearly explain their insights (10%).
- An Appropriate number of slides and time management to communicate the message (10%).

The assessment will be marked against the rubric which will be made available on the Moodle page and can be accessed from this link.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online Group

Submission Instructions
Only one student from a group is required to submit the assessment in Moodle

Learning Outcomes Assessed

- Identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability
- Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges
- Critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.

3 Entrepreneurial Ecosystem: Analysis and Recommendation

Assessment Type
Written Assessment

Task Description
This is an **individual assessment** and focuses on three main learning objectives: Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges; using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges; critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.
Building upon your knowledge and work from the group assessment, you are required to select one company from the chosen industry and then further delve into issues of innovation and sustainability in the entrepreneurial ecosystem and

propose workable recommendations. The required length for this assessment is **2,000 words (+/- 10%).** The word count includes the text from the introduction to the conclusion/recommendations sections. The assessment should be submitted in a business report format.

Assessment Due Date
Week 12 Wednesday (1 June 2022) 11:45 pm AEST
A late penalty @ 5% per day applies

Return Date to Students

Final grades will be released after grades certification

Weighting
30%

Assessment Criteria

- Provided a clear and concise introduction and the rationale behind the choice of the enterprise/company from the industry (25%).
- Discussed the contemporary issues of innovation and sustainability faced by the selected enterprise (30%).
- Developed the linkage of these issues across the entrepreneurial ecosystem of the selected enterprise (20%).
- Proposed workable recommendations to deal with the issues (15%).
- Presented appropriate level of written communication skills and used at least 10 peer-reviewed journal articles following the APA Style Guide of CQU (10%).

The assessment will be marked against the rubric which will be made available on the Moodle page and can be accessed from this link.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Please submit your assessment in the Moodle

Learning Outcomes Assessed

- Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges
- Using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges
- Critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem